

LONDON, April 20, 1787.

To the P U B L I C.

THE Commercial Treaty lately concluded between Great Britain and France, affords a prospect of opening a variety of channels of commerce and communication hitherto unknown or untried :—to facilitate the opening of these channels, a new *News Paper* is offered to the Public, to be published twice a week, viz. TUESDAY and FRIDAY, under the Title of

T H E
EUROPEAN GAZETTE,
A N D
UNIVERSAL CIRCULATOR.

THE advantages which arise from News Papers are too well known and universally felt to need encomium—nor can it be doubted but these advantages will increase by enlarging the circle of publication :—impressed with this idea, the Proprietors of this Paper venture with confidence to solicit the countenance of the Public.

As the situation of England and France, with respect to language, would render a News Paper published in English or French only of partial use, they propose to print this in both languages, that it may be intelligible to the natives of either country, and afford to each equal benefit.

Of the three articles which principally compose News Papers.—*ESSAYS—NEWS—*and *ADVERTISEMENTS*, they hope to procure such a variety as shall meet approbation. Of *ESSAYS*, they will be careful to collect such original ones on moral, literary, or other subjects, as will both instruct and amuse. Of *NEWS*, their sources will be many, great attention will be paid to make a judicious selection of it ; and the substance of the Debates in Parliament will be *faithfully* and *impartially* given, as it is the determination of the Proprietors not to espouse any party in Politics. Of *ADVERTISEMENTS* they doubt not they shall have their share, for as effectual care will be taken to circulate their Paper, not only in all the Cities and great Towns of France and all the great Commercial Places of Europe, but also in all or most of the principal Towns of Great Britain and Ireland—Their advertising friends will reap advantages which they cannot possibly derive from any other Paper.—The Merchant, the Trader, the Proprietor of New Inventions in either country, will have an opportunity to communicate their wants or abilities to the Inhabitants of others.

Great advantages will arise to Persons desirous of learning either French or English, who, while they entertain themselves, will become proficient in the language they wish to attain : Schools especially will reap a most essential benefit, where the children allured by amusement will easily gain a knowledge of those languages, instead of arriving at them as they now do by arduous and irksome tasks : strict attention will therefore be paid to the purity of the language, and that nothing immoral or indecent shall be inserted.

As the expences of this undertaking will be great, the Proprietors will be under the necessity of charging Fourpence for each Paper, the first of which will be published on Tuesday, the Eighth of May next, by F. GARDNER, Stationer, Birchin-lane ; and by J. CLARKE, No. 291, opposite Surry-Street, Strand.

* * * *Advertisements and Subscriptions are taken in at No. 13, opposite St. Martin's Church, Strand ; and by F. Gardner as above.*